

Merchandise	
Quality of Merchandise	2.2
Selection or variety of merchandise	2.4
Fairness of retail prices	2.2
Availability of credit	2.1
Sales Personnel	
Courteous	1.8
Personal appearance	1.3
Knowledge of merchandise	2.1
Other	2.3

8. What improvements are needed to solve major problems confronting Zebulon's downtown?

	<u>Total No.</u>	<u>% of Total</u>
Provide more off-street parking	79	11.2
Provide public rest rooms	72	10.2
Cover sidewalks	65	9.2
Provide a wider selection of merchandise	58	8.2
Place tub plants and trees downtown	56	8.0
Build attractive well-lighted walks from stores to off-street parking areas	55	7.8
Improve traffic circulation	52	7.4
Improve the exterior appearance of stores	50	7.1
Improve sidewalk pavement	42	6.0
Improve the interior appearance of stores	40	5.7
Other improvements needed	30	4.2
Provide for later store closing hours	25	3.6
Build a mall	18	2.6
Provide benches downtown	46	6.5
Improve downtown street lighting	16	2.3
	<u>704</u>	<u>100.0</u>

9. Indicate the order of preference of downtown improvements:

Provide more off-street parking	62	17.6
Provide public rest rooms	54	15.3
Cover Sidewalks	43	12.2
Provide a wider selection of merchandise	39	11.0
Build attractive well-lighted walks from stores to off-street parking areas	33	9.3
Other improvements	31	8.8
Improve traffic circulation	30	8.5
Provide benches downtown	28	7.9
Place tub plants and trees downtown	17	4.8
Improve exterior appearance of stores	16	4.5
	<u>353</u>	<u>100.0</u>